



## Consulate General of the United States of America Chiang Mai, Thailand

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Press Release

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### **U.S. to Promote Northern Thailand's Creative Economy** *U.S. Consulate, Chiang Mai to Host an International Conference Showcasing Northern Thailand as an IT Hub*

Today (Jan 20) the U.S. Consulate General, Chiang Mai, in collaboration with the U.S. Embassy Bangkok and Chiang Mai Province, announce an international conference entitled "Northern Thailand's Creative Economy Conference: Opportunities and Challenges in the IT Sector". The conference will be held Feb 18-19, at the Shangri-La Hotel, Chiang Mai. Organizations associated with the conference include the Chiang Mai Chamber of Commerce, Chiang Mai University Department of Computer Engineering, and the Public Relations Office Region 3 Chiang Mai.

Michael K. Morrow, U.S. Consul General, stated that the conference will be one of the many events held over the next year in celebration of the Consulate's 60<sup>th</sup> anniversary in Chiang Mai. The conference is aimed at attracting investment into the IT industry of northern Thailand. This will help strengthen and diversify the Northern economy which is heavily reliant on the seasonal industries of tourism and agricultural.

According to Choomporn Saengmanee, Chiang Mai Vice Governor, Chiang Mai offers an array of excellent public, private, and educational resources for the IT sector to tap into. In hosting the conference, the U.S. Consulate intends to enhance the image of northern Thailand as a regional IT hub.

The Conference's key note speakers will be U.S. Ambassador Eric G. John and Deputy Minister of Commerce Alongkorn Ponlaboot. Conference participants will include local, national, and international representatives from the government, private, and academic sectors including; IBM, Microsoft, Oracle, TTC Technology, Mycos Technologies, Creative Kingdom Animation, Jimmy Software, Software Park Thailand, NECTEC, TOT, and TT&T.

For more details about the conference and registration, please visit <http://chiangmai.usconsulate.gov/> or <http://www.buyusa.gov/thailand/en/ceconf.html>

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